

FINAL
Examination Paper

(COVER PAGE)

Session : April 2018

Programme : Diploma In Hotel Management (DHMN)
Diploma In Culinary Arts (DCAN)

Course : DHM1110 : Food and Beverage Management

Date of Examination : July 30, 2018 (Monday)

Time : 2:00 pm – 4:00 pm Reading Time: Nil

Duration : 2 Hours

Special Instructions :

Section A: THIRTY (30) Multiple Choice questions. Answer ALL the questions.

Section B: Short answer questions. Answer ALL the questions.

IMPORTANT NOTE : THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL

Materials permitted : Nil

Materials provided : OMR Sheets

Examiner (s) : Amerjit Singh Lakha Singh & Nur Adilah

Moderator : Dr Kamal Izzuwan Ramli

This paper consists of 12 printed pages, including the cover page.

DIPLOMA IN HOTEL MANAGEMENT PROGRAMME (DHMN)
DIPLOMA IN CULINARY ARTS PROGRAMME (DCAN)
DHM1110: FOOD AND BEVERAGE MANAGEMENT
FINAL EXAMINATION: APRIL 2018 SESSION

Section A (30 marks)

Instructions : This section consists of **THIRTY(30)** questions. Answer **ALL** questions in the **OMR** sheet provided.

1. Opening this type of restaurant has fewer risks.
 - A. Franchise restaurant
 - B. Casual dining restaurant
 - C. Fine dining
 - D. Family restaurant

2. What are the things to consider when choosing a location to open a restaurant?
 - i. Market population
 - ii. Growth or decline of the area
 - iii. Competition from comparable restaurants
 - iv. Discounted pricing
 - A. i, ii and iii
 - B. ii, iii, and iv
 - C. i, ii, and iv
 - D. All of the above

3. Advantages of a chain restaurants are:
 - i. Relatively easy to open
 - ii. Can close down anytime
 - iii. Restaurateur can “do their own thing”
 - iv. Plenty of room in certain locations
 - A. i, ii, and iii
 - B. ii, iii, and iv
 - C. i, iii, and iv
 - D. All of the above

4. Below are the criteria required when we decide a concept.
- i. Perceived restaurant image
 - ii. Should fit the required target market
 - iii. To be different or better than the competitor
 - iv. Modify as competition arises
- A. i, and ii
 - B. ii, and iii
 - C. i, ii, and iii
 - D. All of the above
5. Restaurant concepts frame the public perceptions which includes:
- i. Symbols
 - ii. Music
 - iii. The menu
 - iv. The owner
- A. i, ii and iii
 - B. ii, iii, and iv
 - C. i, ii, and iv
 - D. All of the above
6. Name and concept of a restaurant carries the _____ of the restaurant.
- A. standard
 - B. quality
 - C. profit
 - D. image

7. Kitchen planning involves the allocation of space within the kitchen based on:
- i. Equipment needs
 - ii. Spatial relationships within the kitchen
 - iii. Kegs of draft beer
 - iv. Need to keep traffic flow to a minimum
- A. i, ii and iii
B. ii, iii, and iv
C. i, ii, and iv
D. All of the above
8. Which of the answers below are the reasons to go into restaurant business?
- i. A place to socialize
 - ii. Money
 - iii. Opportunity to express own idea
 - iv. Eager to take challenges
- A. i, ii and iii
B. i , ii and iv
C. ii , iii and iv
D. All of the above
9. _____ is a term used for an ethnic cuisine where food traditionally prepared and eaten by African American of the Southern US.
- A. Soul food
B. Italian food
C. Ethiopian food
D. Spirit food

10. Below are the criteria for owners in selecting an executive chef.

- i. Drive and desire to influence others
- ii. Honesty and moral character
- iii. Self-confidence and arrogant
- iv. Well experience in setting up the menu

- A. i, ii, and iii
- B. ii, iii, and iv
- C. i, ii, and iv
- D. All of the above

11. Standardized recipe is used to maintain _____.

- A. consistent food quantity
- B. consistent food quality
- C. consistent food price
- D. consistent food texture

12. When choosing location, we have to conduct survey on:

- i. Clientele
- ii. Type of restaurant
- iii. Menu price structure
- iv. The manager

- A. i, ii, and iv
- B. ii, iii, and iv
- C. i, ii, and iii
- D. All of the above

13. It is important for restaurants to stay updated with _____ and _____ when setting up menu.
- A. food allergies and intolerances
 - B. shape and design
 - C. liking and dislike
 - D. All of the above
14. The 4P's of marketing mix is refer to, **EXCEPT**
- A. Positioning
 - B. Promotion
 - C. Product
 - D. Place
15. Choose the correct formula to calculate food cost percentage.
- A. $\text{Cost} \div \text{Sales} \times 100$
 - B. $\text{Cost} \times \text{Sales} \times 100$
 - C. $\text{Cost} + \text{Sales} \div 100$
 - D. $\text{Sales} \div \text{Cost} \times 100$
16. Which of the below is the effective kitchen flow?
- A. Food received → issue → prepare → cook → portion & pick up
 - B. Food receive → stored → pre-prepped → food cooked → plated & picked up
 - C. Food received → stored → preparation → cook → pick up
 - D. Food issued → food received → stored → cooked → served
17. Which of the statements refers to primary market?
- A. They accept or produce product and distribute them to the local market
 - B. The retail or cash warehouse is a method suitable for smaller companies
 - C. What happens in this market will effects the entire market
 - D. A current pass obtained from the warehouse is required to gain access

18. What are the purchasing system practiced in food industry?
- A. Formal bid buying and open market buying
 - B. Informal bid buying and close market buying
 - C. Formal bid buying and close market buying
 - D. Informal market buying and open market buying
19. What is the meaning of Bid in purchasing system?
- A. Common use method especially in in smaller foodservice institution
 - B. Opened on a designated date and the contract generally is awarded
 - C. Request daily prices for fresh fruits
 - D. Involves ordering needed food and supplies from a selected list
20. Which of the below is the duty of a bar tender?
- i. Execute beverage orders from staff or guests
 - ii. Serve wine, sprits, cocktails, and bottled or draft beer
 - iii. Clean bars, work areas, and tables
 - iv. Mix ingredients to prepare cocktails and other drinks
- A. i, ii, and iv
 - B. iii, and iv
 - C. ii, and iv
 - D. All of the above
21. Nouvelle cuisine is refer to _____.
- A. awarded cuisine
 - B. new cuisine
 - C. complex cuisine
 - D. cuisine of thinness

22. Ready food system can be describe as below,
- A. Dishes are prepared from raw ingredients in the restaurant it self
 - B. Less preparation and equipment needed
 - C. Food is prepared in large quantities
 - D. Food is prepared on premise and chilled or frozen to serve after
23. Food quality standards is determined by
- i. owner
 - ii. cook
 - iii. server
 - iv. hostess
- A. i, and ii
 - B. i, and iii
 - C. i, and iv
 - D. All of the above
24. Below is the characteristic of finger buffet **EXCEPT**.
- A. No cutlery is provided
 - B. The food is bite size
 - C. Customer pick up food onto plates provided and eat with their hands
 - D. Suitable for short break
25. When preparing buffets, specific techniques are required, what are the techniques
- i. Food selection
 - ii. Food preparation
 - iii. Controlled cooking
 - iv. Lighting
- A. i, ii and iii
 - B. ii, iii, and iv
 - C. i, ii, and iv
 - D. All of the above

26. What are the advantages of buffet service?
- i. Informal service
 - ii. Expensive flatware
 - iii. More varieties
 - iv. Non skillful personnel required
- A. i, and ii
 - B. ii, and iv
 - C. i, iii, and iv
 - D. i, ii, and iv
27. Most of the restaurant establishment have micros system. What are the benefits of using this system?
- i. Save steps in order taking
 - ii. Speed up service
 - iii. Increase productivity
 - iv. Updated revenue report
- A. i, ii and iii
 - B. i, iii, and iv
 - C. i, ii, and iv
 - D. All of the above
28. Safety rules for dining personnel include **EXCEPT**.
- A. Walk do not run
 - B. Report all accidents
 - C. Report all faulty equipment
 - D. Report all items sold in the restaurant

29. Which of the below regarded as back of the house items?

- i. Dishwashing machine
- ii. Food preparation table
- iii. Service station
- iv. Receiving

- A. i, ii and iii
- B. i, ii, and iv
- C. i, iii, and iv
- D. All of the above

30. What are the advantages of being a sole proprietor in a business?

- i. Funds can be withdrawn at anytime
- ii. Simple and reasonable salary
- iii. Have to answer to board of directors
- iv. Business can be discontinued or sold

- A. i, ii and iii
- B. ii, and iv
- C. i, ii, and iv
- D. All of the above

Section B : Answer ALL FIVE (5) questions in the answer booklet provided. (70 marks)

Question 1

- (a) Draw and label the flow of all **FOUR (4)** types of kitchen plans. **(10 marks)**
- (b) Identify **FIVE (5)** categories of kitchen equipment. **(5 marks)**

Question 2

- (a) Jayne is a purchasing manager at Win Hotel. She need to train a new purchasing clerk in her department. Help her by drawing a complete purchasing cycle. **(6 marks)**
- (b) Differentiate between full-line purveyors and co-op buying. **(6 marks)**

Question 3

- (a) List and explain all **FIVE (5)** types of alcoholic licenses. **(10 marks)**
- (b) James become selected contractor to renovate Cat Tree Bar. This is his first project to renovate a bar. Help James to identify any **SIX (6)** factors of bar location and design. **(6 marks)**

Question 4

Maria is looking for opportunity to open a new restaurant. She already select few types of restaurant into her list. Help her identify **THREE (3)** types of restaurant and describe the characteristics of each restaurant.

(15 marks)

Question 5

(a) Identify any **FIVE (5)** goals of promotion campaign.

(5 marks)

(b) Briefly explain the **SEVEN (7)** commandments of service.

(6 marks)

-THE END-

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